

EXCITING NEW SEARS ATTRACTS THOUSANDS!



HUNTER'S PARADISE—Clarence Johnson, right, assistant sporting goods manager, points to fine merits of a .22 rifle to Bill Arey of 302 S. Walker St., San Pedro. Although Mr. Arey was unhappy because the Sears store was not located in his home town, he nevertheless felt that it was "close by."



LAVISH DISPLAY—Bert Gregory, home furnishings salesman, explains to Mrs. Robert Wright of 118 Via Buena Vista, Hollywood Riviera, the texture used to make up the bedspread adorning a maple bed set. Mrs. Wright was "happy like crazy" when asked of her reaction to the new Sears store in Torrance.



GENIAL BOB MORRIS, assistant manager of Sears service station, shows Mrs. Pat Atkinson, left, of 1907 Marshallville Lane, Torrance, and Mrs. Barbara Bledsoe of 21129 Royal Blvd., Torrance, the price list for Allstate Tires the pair wanted to buy.

When a huge department store chain comes to town —its a women's shopping dream!

But when Torrance Police estimate crowds attending the Grand Opening of Sear-Torrance last Wednesday as over 50,000—its NEWS.

With this fact in mind our editor assigned Press reporter-photographer Art Willey to cover the most tremendous opening in Torrance retail history.

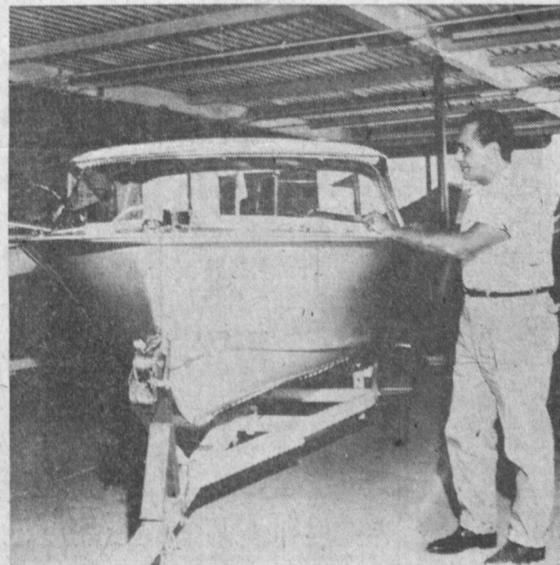
What Mr. Willey saw and heard while browsing through the modern store is illustrated here.



EARLY ARRIVALS Mrs. Robert Lewis, left, of 20901 Margaret St., and Mrs. William Schmidt of 26051 Marina Dr., Torrance, are ushered into the new Sears-Torrance by traffic Officer C. G. Smith.



GOLDEN AUTUMN GIRL Monica Norris of Kay Perry modeling fame, squirts Mrs. Patricia Freeman of 4734 Narrot St., Torrance, with a free sample of "Prince Matchabelli" perfum in the Cosmetics Department of the new Sears.



"WHAT A BEAUTY" exclaims Raymond Cannavo of 20630 Mariposa Ave., Torrance, as he admires Elgin Fiberglass Boat on sale in the Boat Marina section of the department store.



SKIRTS GALORE—Mrs. Charles Williams of 3608 W. 144th St., and Mrs. Arnold Hassold of 3622 W. 144th Pl., Hawthorne, look over the large selection of skirts featured in the Ladies Wear section of the spacious store. Both housewives thought the store was beautiful and that shopping at Sears was a pleasure instead of a chore.



"IT'S TERRIFIC," says Mrs. David Lewis of 2214 W. 179th St., as they discuss Sears while pricing half slippers in the Girls and Teens department of the store. fellow shopper Mrs. T. W. Sexton of 2413 W. 179th St.